
MARICOPA ASSOCIATION OF GOVERNMENTS
REGIONAL TRANSPORTATION PLAN

NORTHEAST VALLEY FOCUS GROUP RESULTS

The Maricopa Association of Governments (MAG) is developing a new Regional Transportation Plan for the MAG region. As part of this effort, MAG conducted a series of focus groups to identify and document transportation issues and concerns. The focus groups were held throughout the Valley to capture ideas from geographically and ethnically diverse groups of participants. The findings will assist MAG in identifying regional values, goals, and objectives that will guide the development of the Regional Transportation Plan.

The format of the Focus Groups included an opportunity for interactive discussion among participants, as well as a voting exercise that provided insight on priorities. To help structure the process, the discussions were organized into five topics areas. The topics included:

- ✕ Demographic and Social Change;
- ✕ The New Economy;
- ✕ Environmental and Resource Issues;
- ✕ Land Use and Urban Development; and
- ✕ Transportation and Technology.

Participants were encouraged to provide their own issues and concerns that related to each topic, both individually and in a round-table discussion. The responses received were documented in essentially a “verbatim” format so that the message intended by the participant was accurately conveyed.



The results of the **Northeast Valley Focus Group** are attached. This material has been divided into two parts as follows:

Part I. Key Focus Group Issues: In Part I, the key issues identified at the Northeast Valley Focus Group are listed by topic area. These issues are those voted by the participants to be the top two concerns in each topic area. Due to ties, certain topics may have more than two issues listed.

Part II. Comprehensive Listing of Participant Issues: In Part II, all the issues identified by the individual participants are listed. These issues have been grouped by topic area.

If you have any questions or comments on the focus group process or the attached results, please contact Roger Herzog, MAG, at 602-254-6300 or rherzog@mag.maricopa.gov.



NORTHEAST VALLEY FOCUS GROUP RESULTS

PART I. KEY FOCUS GROUP ISSUES

The participants of the Northeast Valley Focus Group were given the opportunity to vote on their top two issues in each of the five topic areas. The two issues receiving the most votes are listed under each topic. Due to ties, certain topics may have more than two issues listed.

DEMOGRAPHIC AND SOCIAL CHANGE PRIMARY ISSUES

- x [Address needs of] aging, older drivers.
- x Rising social spread-older, more affluent Americans and younger, poorer immigrants.

THE NEW ECONOMY PRIMARY ISSUES

- x Create jobs that pay a living wage and include health insurance and retirement.
- x Reduce home-to-work trip length and time.
- x Back-office jobs – long commute and no transit available.

ENVIRONMENT AND RESOURCES PRIMARY ISSUES

- x Air quality – was extremely disappointed to move here from NJ expecting to experience fresh air and then seeing smog for the first time.
- x Waste water – concern; lack of water conservation in homes and developments; way too much grass, tropical vegetation, swimming pools, fountains, etc... for a desert.
- x [Need] open space preservation.

LAND USE AND URBAN DEVELOPMENT PRIMARY ISSUES

- x [Need to] match infrastructure with development.



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- x Guide development through impact fees and infrastructure development.
 - x Improving schools (and alternatives – like home schooling) [is needed].



PART I. KEY FOCUS GROUP ISSUES (CONTINUED)

TRANSPORTATION AND TECHNOLOGY PRIMARY ISSUES

- x [Need to] protect residential neighborhoods.
- x [Need to] prioritize safety of persons/property.
- x [Need] better public transportation.
- x [Need to address the issue of] too much traffic/accidents.
- x [Need to address issue of] congestion – gridlock.

PART II. COMPREHENSIVE LISTING OF PARTICIPANT ISSUES

The following is a comprehensive listing of issues that individual participants of the Northeast Valley Focus Group identified as their concerns under each topic.

DEMOGRAPHIC AND SOCIAL CHANGE ISSUES

- x Seniors' needs being met – not many options for senior housing, especially special needs (Alzheimer's etc.), in home care options.
- x Quality of schools – concern over keeping public schools at a high-quality level consistent with other states. Concern over lack of experienced teachers to meet the growing needs of schools.
- x [Need to address issue of] crime.
- x Make transportation options available for the range of population: youth, elderly, disabled, working, poor, affluent.
- x Create a transportation system that reaches where people want to go, when they want to go.
- x Make air transport easy, inexpensive, available – especially access to airport.
- x [Need to] improve quality of education.



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- x [Need to] recognize wealth disparity in region.



DEMOGRAPHIC AND SOCIAL CHANGE ISSUES (CONTINUED)

- x [Need to] create new affinity groups (support mechanisms).
- x Draw faith-based community in to process.
- x Ditto Native American Community.
- x [Need to address issue of] rising social spread – older, more affluent Americans [versus] younger, poorer immigrants.
- x Alternatives to public education increasing.
- x [Need to develop] affordable housing.

THE NEW ECONOMY ISSUES

- x [Need to] disperse jobs geographically.
- x Recognize region's real strengths and weaknesses, not what we'd like to think.
- x Improve access to education.
- x Increase opportunities for quality child and elder care, including access.
- x Create affordable housing.
- x Fulfilling the dream of telecommuting.
- x Disparity of wages – concern over the widening gap between the upper and lower income classes.

ENVIRONMENT AND RESOURCES ISSUES

- x [Need to] consider uses of existing canals – taking SRP's interests into account.
- x Protect fragile desert and simultaneously take advantage of it (raised parkways, for example).
- x Recognize limitations on land use and transportation of water: quality, quantity, flooding.
- x [Need] open space preservation.
- x [Need to improve] air quality.



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- x Assuring adequate water supply.



ENVIRONMENT AND RESOURCES ISSUES (CONTINUED)

- x [Need to address issue of] air temperature increase.
- x [Need to address issue of] water quality.
- x Air quality – was extremely disappointed to move here from NJ expecting to experience fresh air and then seeing smog for the first time.
- x Waste of water – concern over lack of water conservation in homes and developments. Way too much grass, tropical vegetation, swimming pools, fountains, etc... for a desert.

LAND USE AND URBAN DEVELOPMENT ISSUES

- x Sprawl – development is eating up the land and far too dependent on the automobile. The city is not dense enough and the suburbs have no individual identities.
- x Lack of variety – development needs to be more diversified. Only options are single family homes or apartment/condo complexes. Need more mixed use, especially in more urban areas so the city does not “close” at 5 p.m.
- x Recognize private property rights.
- x Protect desert flora and fauna.
- x Permit individuals to vote with their feet – and include costing.
- x Design to reduce crime.
- x Provide options: residential, commercial, industrial.
- x Regional trail system.
- x Lack of suburban density for transit.
- x Tax structure to minimize competition.
- x The “good land” – close-in, flat, is being used up.



TRANSPORTATION AND TECHNOLOGY ISSUES

- x [Need to address issue of] congestion – gridlock
- x [Need to address issue of] air travel increase and its problems.
- x [Need to develop] suburb to suburb travel.
- x Commute time increase – it's as good as it's going to get.
- x Traffic – freeways are too congested during rush hours. Need better public transportation and more flexible work hours/weeks.
- x Aggressive drivers – too many accidents, speeds are too fast, dangerous passing, too much traffic-related frustration.
- x Protect residential neighborhoods.
- x Prioritize safety of persons and property.
- x Prioritize airports and air travel.
- x Make roads of regional significance and freeways more efficient.
- x Increase computing capacity and access.
- x Limit trips by improving other types of work environments.

